



HELPING HER LIVE:

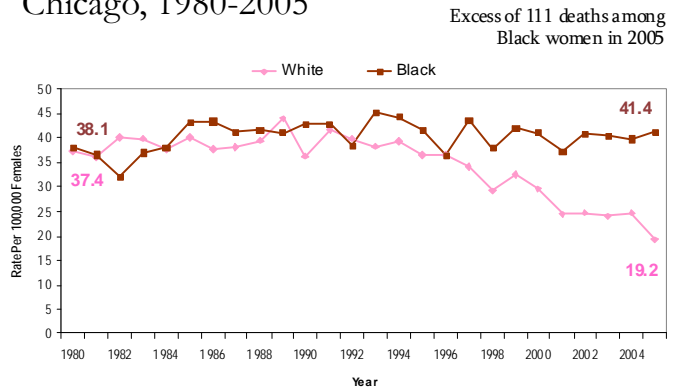
A Program to Help Women Access Breast Health Care

Thanks to Generous Funding from the Avon Foundation

THE PROBLEM

- White women are more likely to get breast cancer; Black women die from it more.
- Black women in Chicago are twice as likely to die from breast cancer as White women. **In 2005, this resulted in 111 excess deaths among Black women.**
- This disparity in Chicago is far worse than estimates from other cities and the U.S.
- Hispanic women are often diagnosed at later stages of cancer and are thus harder to treat.
- Routine mammograms are the most effective screening test to reduce mortality for women ≥ 40 yrs. **When diagnosed early, there is a ~95% survival rate.**
- Black and Hispanic women are not getting routine mammograms. **Best estimates indicate 70% of White women had a mammogram in the last 2 yrs compared to 55% of Black women.**
- Black and Hispanic women are not benefitting from advances in medical technology to reduce mortality.

Black-White Breast Cancer Mortality Rates*
Chicago, 1980-2005



ONE SOLUTION FROM THE WESTSIDE OF CHICAGO

Helping Her Live is a comprehensive, community based initiative to improve access to routine breast cancer screening and timely follow up care in two Chicago communities: Humboldt Park and North Lawndale, on the Westside of Chicago. It is a three year project directly funded by the 2008 Avon Walk for Breast Cancer. By hosting breast health awareness workshops, we educate women about breast health services, ease their fears about cancer and assist them in obtaining routine mammograms in order to save lives. We track all of our clients and support them in getting timely screening and diagnostic services.

Since October 2008, we have accomplished the following:

- The HHL team has participated in over 700 outreach activities, reaching 23,000 women with educational materials and information about the HHL program.
- HHL has received roughly 1,400 requests and assisted over 300 uninsured women in scheduling primary care or a mammogram appointment.
- We have assisted the vast majority of these women in paying for their care by enrolling them in state funded Stand Against Cancer or the Illinois Breast and Cervical Cancer Program.
- HHL offers personalized support, education and access to services. HHL educators meet our clients at their appointments to provide emotional support and transportation when needed. All HHL services are free.
- HHL has become a model for other community organizations and continues to provide technical support in evaluating efforts to increase access to routine mammography services.



HELPING HER LIVE

A Program to Help Women Access Quality Breast Health Care & Gain Control of Breast Cancer

REACHING WOMEN ON THE WESTSIDE OF CHICAGO

HELPING HER LIVE MARCHES IN THE PUERTO RICAN DAY PARADE

HHL participated in the Puerto Rican Day Parade to raise awareness about breast cancer in Humboldt Park and encourage women to get a mammogram. Over 700 HHL palm cards were distributed with our hotline and program information. Our presence was felt by over 20,000 people who attended the parade and has led to increased visibility of HHL in the community. Everyone left the parade knowing that early detection is the best method of preventing breast cancer mortality and that this Avon-funded program will help women obtain free or low cost mammograms.



Helping Her Live marches in the Puerto Rican Day Parade, June 20, 2009



A STORY OF AN HHL WALKER

A 56 year old woman from North Lawndale was the eldest of eight sisters, four of whom died from breast cancer. She, along with her other three surviving sisters, walked in honor of them. She explained how not enough information about breast cancer was available in the community and that when you speak of cancer, most people did not believe that you can survive it. Getting screened was of utmost importance to her and she was grateful and proud to join the HHL Walk.

HELPING HER LIVE WALK FOR BREAST CANCER

On August 1, 2009, HHL hosted a community walk as part of Chicago's Open Streets to raise awareness about breast cancer. Two hundred men and women walked 5K between Humboldt Park and Douglas Park wearing T-shirts stating that they were "Getting 'D'eez Under Control". Walkers celebrated survivors and remembered those they may have lost to breast cancer by carrying a banner with their names (below). This event was the first community walk that engaged women on the Westside of Chicago.

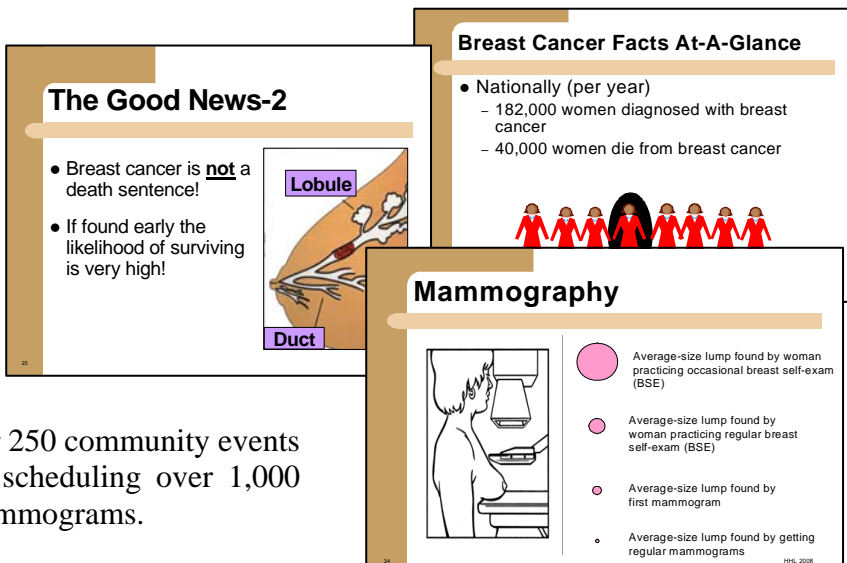


FACILITATING TANGIBLE COMMUNITY IMPACT...

HELPING HER LIVE BREAST HEALTH AWARENESS WORKSHOPS

HHL Community Educators host educational workshops where they make presentations about breast cancer and the importance of early and routine screening to women in the community (see slides, right). Since October 2008, they have held about 300 workshops, reaching over 3,000 women.

In addition, HHL participated in over 250 community events reaching thousands of women and scheduling over 1,000 appointments for primary care or mammograms.



The Good News-2

- Breast cancer is **not** a death sentence!
- If found early the likelihood of surviving is very high!

Breast Cancer Facts At-A-Glance

- Nationally (per year)
 - 182,000 women diagnosed with breast cancer
 - 40,000 women die from breast cancer

Mammography

- Average-size lump found by woman practicing occasional breast self-exam (BSE)
- Average-size lump found by woman practicing regular breast self-exam (BSE)
- Average-size lump found by first mammogram
- Average-size lump found by getting regular mammograms

COMMUNITY FORUMS FOR BREAST CANCER AWARENESS MONTH, OCTOBER 2009



In October 2009, Helping Her Live partnered with several community-based organizations to host four community forums. The purpose of the forums was to continue to raise awareness about the importance of early detection, and most importantly, to schedule women for their mammograms. About 200 residents attended each event (left) and about 140 women signed up to get a mammogram or receive a mammogram reminder (below).

HHL staff continues to follow up with all women to make sure they attend their primary care appointment to obtain a mammogram referral, receive an appointment for their free or low-cost mammogram, and ultimately ensure that all age-eligible women on the Westside of Chicago get their annual mammogram. Thanks to the support of this Avon-funded project, more women are navigating the system and getting screened.



CLIENT STORIES

Ms. M is a 38 year old Latina woman who attended a HHL breast health awareness workshop at a local church. She approached the HHL educators after the presentation because of her concerns about a lump in her breast. She was uninsured, had a family history of breast cancer and did not know where to go. The HHL educator first assessed her financial situation and noted that she was not eligible for Medicaid but she qualified to obtain free services through the state program, Stand Against Cancer (SAC). She was scheduled for her primary care appointment immediately and got her mammogram thereafter. Ms. M received a letter in the mail informing her that she needed to return for further diagnostics because of an abnormal mammogram. She reached out to the HHL educators again for support. HHL staff reminded her that 80% of all lumps found were benign and reassured her that we would be there through the entire process. The client underwent additional diagnostic testing and fortunately did not have cancer. Because of this client's experience with HHL, she has since participated in the HHL walk and continues to speak out in the community to promote early detection through routine screenings.

Ms. T met a Helping Her Live bilingual educator at a health fair in Humboldt Park. At 46 years of age, she had never had a mammogram. No one in her family had ever had a mammogram and her children discouraged her from getting one. Our health educator informed Ms. T about the importance of early detection and urged her to get screened. Shortly after the fair, our staff persistently followed up with her to schedule a mammogram appointment. We picked her up at her home, sat with her during the visit and assisted her with translation services. Ms. T results were normal; she agreed to return in a year and is now encouraging her family to get screened.

SUMMARY

The Helping Her Live program continues to evaluate its efforts to create a community driven program for the women on the Westside of Chicago to access breast cancer screening. We have partnered with several community based organizations, churches and local businesses to achieve our goals of reaching all women. Our outreach efforts have inspired local action for improved breast health in other communities and our services ensure that all women obtain routine mammograms. We continue to report back to the community and inform them of creative ways of navigating a broken system of health care delivery. As we begin to navigate the system and evaluate our outreach efforts, we share lessons learned with other Avon-supported programs as we work toward becoming a national model for outreach navigation for breast cancer screening.

**ON BEHALF OF WOMEN ON THE WESTSIDE OF CHICAGO,
WE THANK YOU FOR WALKING
AND
THANK THE AVON FOUNDATION
FOR SUPPORTING OUR PROGRAM.
TOGETHER, WE ARE HELPING WOMEN LIVE.**



For questions or more information, contact:
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